

An Unconventional Approach: Leveraging Kindness as a Strategy for Success

CINDY ROWE



RANDOM ACTS OF

kindness

ONE KIND ACT HAS
THE POTENTIAL TO
REACH **125** PEOPLE
in one day!

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31 DAYS THAT CHANGED MY LIFE



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**KINDNESS HAS A
RIPPLE EFFECT
AND IT STARTS
WITH YOU**

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**BEING
KIND**



**BEING
NICE**

DO I HAVE FOOD IN MY TEETH?





Kind:

At work, a kind approach might involve giving constructive feedback to a colleague with the intention of helping them improve and grow in their role. You provide honest feedback, even if it's not easy to hear, because you genuinely want to support their development.



Nice:

Being nice in this scenario might mean avoiding any criticism or sugar-coating feedback to spare their feelings. While this may temporarily make the person feel better, it doesn't necessarily help them in the long run.

NICE

NOTHING
INSIDE-ME
CARES
ENOUGH

WHAT IS YOUR DEFINITION OF *Kindness*

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Kindness is
**A commitment in
thought, word &
action to leave
everyone &
everything better**



**“ NEARLY 1/2 OF
AMERICAN WORKERS
HATE THEIR JOBS SO
MUCH THEY WOULDN'T
WISH IT ON THEIR
WORST ENEMY.**

UKG REPORT 11/22

SHOCKING STATS

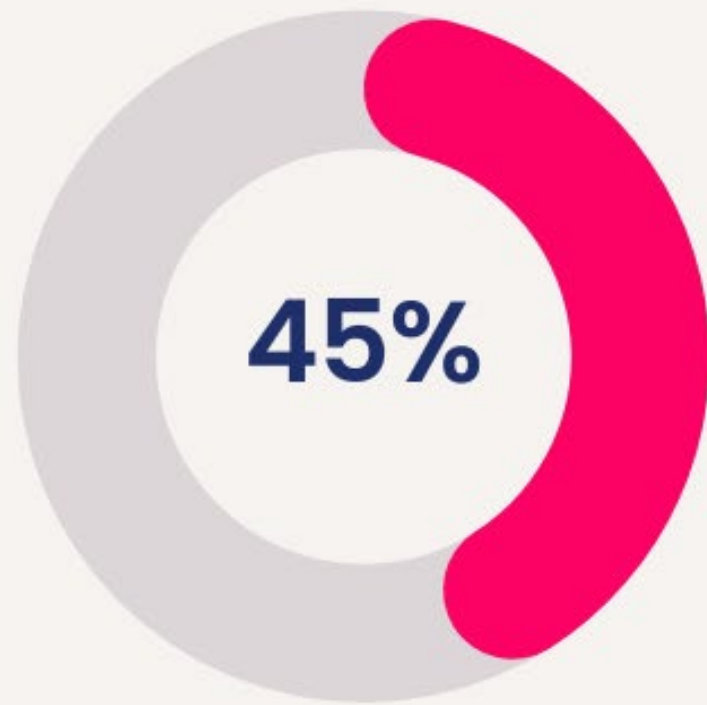
**87% of
organizations
cite culture &
engagement as
one of their top
challenges**

**Disengaged
employees cost
the economy up
to \$350 billion
per year in lost
productivity**

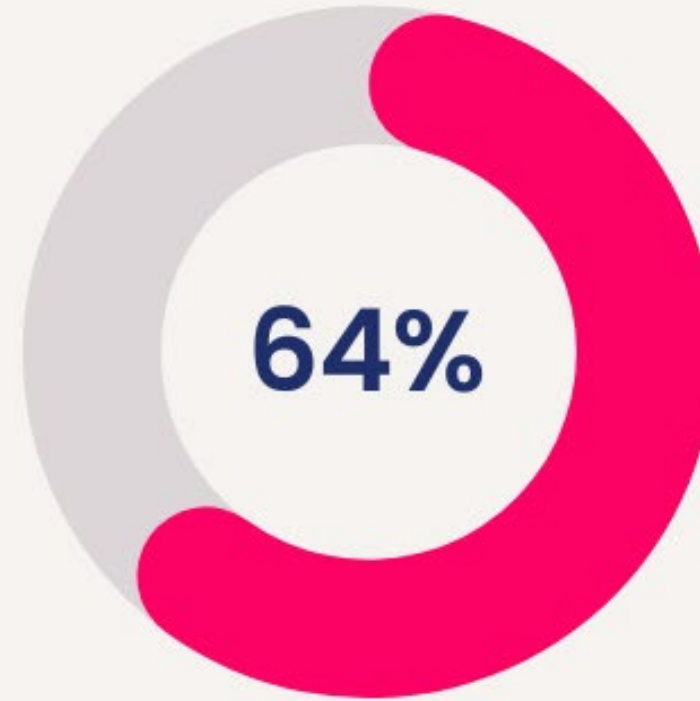
**#1 reason
people quit
their job is
because they
don't feel
appreciated**

Deloitte Research, Gallup's State of the Global Workplace: 2023 Report, OC Tanner Research

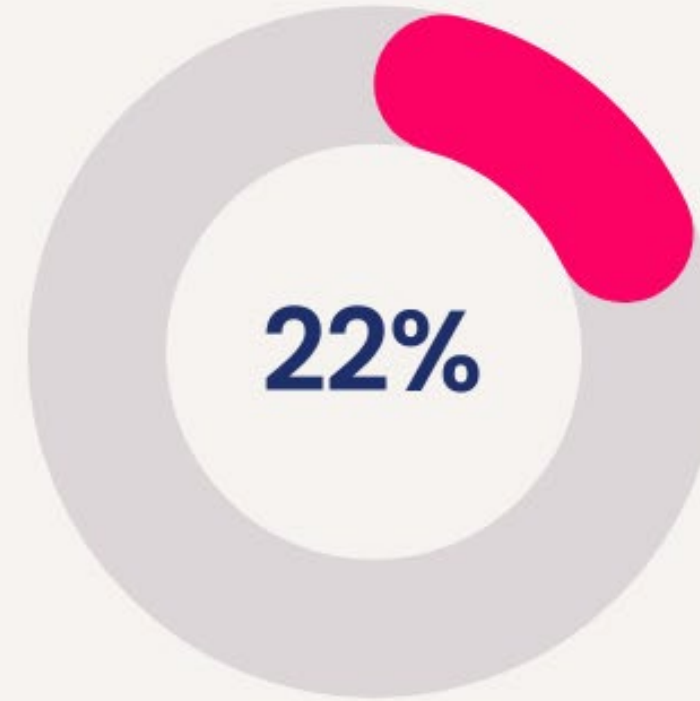
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workers have
thought about
leaving their
current
organization



workers who rate
their **culture as
poor** have
searched for a job
in the past 6
months.



workers who rate
their **culture as
good** have
searched for a job
in the past 6
months.

SHRM REPORT 2023

**IN BUSINESS,
IT PAYS TO BE
KIND.**

SLIDING DOOR MOMENTS





**IS YOUR
ORGANIZATION A
PLACE OF**

kindness & respect

**USE ONE WORD
TO DESCRIBE
YOUR
WORKPLACE.**

slido

Please download and install the Slido app on all computers you use



Use one word to describe your workplace

① Start presenting to display the poll results on this slide.

BACKED BY RESEARCH

**93% of
employees
would stay
with a kind
employer/boss**

**Employees
would take a
kinder boss
over a 10%
raise**

**Companies that
focus on a
kindness culture
retain employees
8-10 times more
than companies
that don't**

KINDNESS AT WORK:

- **REDUCES BURNOUT**
- **BOOSTS PRODUCTIVITY**
- **INCREASES ENERGY**
- **LIGHTENS THE MOOD**
- **INCREASES HAPPINESS**

Journal of Applied Psychology



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KINDNESS AT WORK:

- FORGES STRONG TEAM RELATIONSHIPS
- BUILDS TRUST
- BUILDS POSITIVE CONNECTIONS
- INCREASES ENGAGEMENT
- LOWERS STRESS

Journal of Applied Psychology



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KINDNESS DECREASES

- PAIN
- HEART RATES
- ANXIETY
- DEPRESSION
- BLOOD PRESSURE

*which results in lower absenteeism
& sick days*



KINDNESS AT WORK

26%
more energy

36%
more
satisfaction
in their work

44%
more
commitment to
organization

Association of Professional Executives (APEX) Report

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WHAT DOES KINDNESS AT WORK LOOK LIKE?

Kindness looks like...

- **PUSHING BACK AN IDEA YOU DON'T AGREE WITH**

- **SPEAKING UP WHEN VOICES AREN'T BEING HEARD**

- **HONEST, DIRECT, & TOUGH FEEDBACK**

- **GIVING CREDIT WHERE CREDIT IS DUE**

- **LISTENING WITHOUT INTERRUPTING**

- **TREATING OTHERS WITH RESPECT**

- **VALUING THE VIEWS OF OTHERS**

- **COMMUNICATING WITH A PERSONAL TOUCH**

- **ACCOMMODATING PERSONAL ISSUES**

- **FOSTERING A SENSE OF INCLUSION**

HAPPIER PEOPLE ARE

12%

MORE PRODUCTIVE



KINDNESS
IS THE
SECRET
WEAPON

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CREATING A CULTURE OF *Kindness*

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BEHAVIOR DRIVES CULTURE



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WHEN **KINDNESS** IS
PART OF THE
COMPANY **CULTURE**
COMPANIES WILL
EXPERIENCE

**BETTER
FINANCIAL
PERFORMANCE**

REDUCED COSTS

MORE EFFICIENCY

**INCREASED
PRODUCTIVITY**

**HIGHER EMPLOYEE
RETENTION**

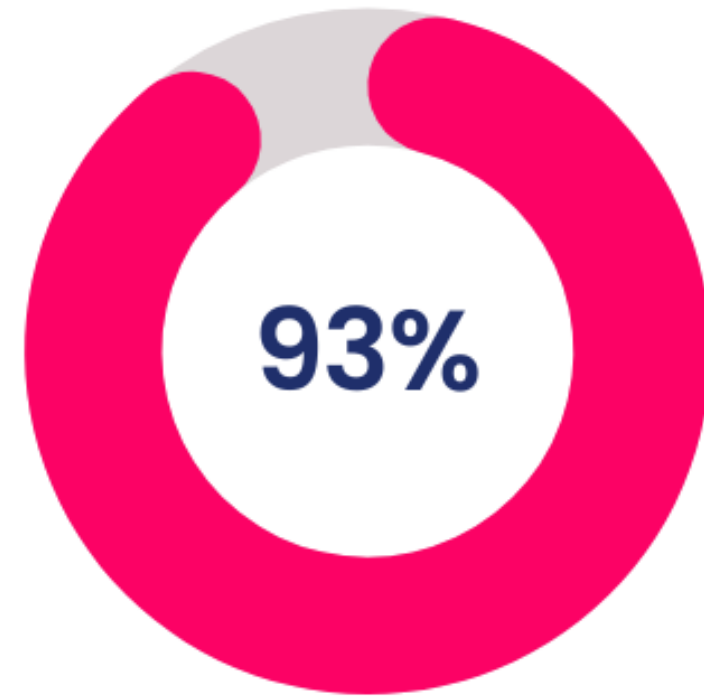
**GREATER
CONTENTMENT**

IMPROVED MORALE

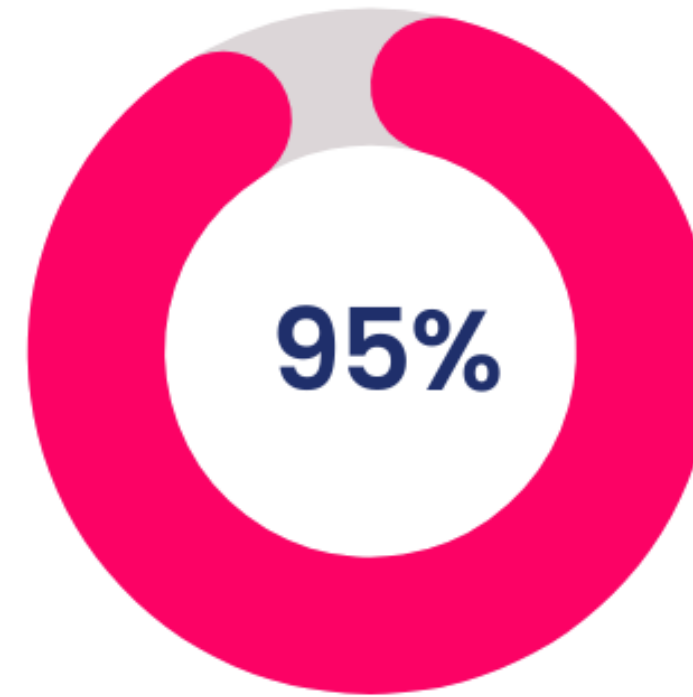
HIGHER MOTIVATION

**HIGHER ENGAGEMENT
& PARTICIPATION**

**SENSE OF
BELONGING**



workers who work
at an organization
that offers
empathy training
love their
organization's
culture.



workers who rate
their workplace
culture as **good**
say they have a
meaningful
career working for
their organization.

SHRM REPORT 2023

A CULTURE OF *kindness*

**VALUE
EMPLOYEES**

**ALLOW FOR
FLEXIBILITY**

**POSITIVE
WORK
ENVIRONMENT**



**VALUE
EMPLOYEES**

**SHOW APPRECIATION &
RECOGNITION**

**START MEETINGS WITH
RECOGNITION**

SAY THANK YOU, BE SPECIFIC

MAKE A "RIGHT" LIST

ONE-ON-ONE MEETINGS

**OFFER PERSONAL DEVELOPMENT
OPPORTUNITIES**

**RECOGNIZE BIRTHDAYS &
ANNIVERSARIES**



**ALLOW FOR
FLEXIBILITY**


THINK OUTSIDE THE BOX

FLEXIBLE WORK HOURS

WORK REMOTELY

JOB SHARING

COMPRESSED WORK WEEK



**POSITIVE
WORK
ENVIRONMENT**

**OPEN COMMUNICATION
OPPORTUNITIES FOR
FEEDBACK**

**DISCOURAGE TOXIC
BEHAVIOR**

REWARD POSITIVITY

GROWTH OPPORTUNITIES

**COMFORTABLE & SAFE
ENVIRONMENT**

HOW TO GET STARTED?





Cindy needs your *feedback*

1. Hold your camera up
to this QR code



<https://talk.ac/cindyrowe>

2. Enter this code on the screen

KINDNESS

Let's stay in touch!



@cindyarowe



@Cindy Rowe



@thecindyrowe



www.thecindyrowe.com



cindy@thecindyrowe.com

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**FREE KINDNESS
WORKS HERE
download**

Powered By Talkadot!

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**“The best managers
understand that kindness
is the bridge that connects
policies with people,
transforming workplaces
into communities.”**

***I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL.***



Challenge

**DO ONE KIND THING
FOR ANOTHER
PERSON TODAY.**

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Thank YOU!

1. Hold your camera up
to this QR code



2. Enter this code on the screen

KINDNESS

Let's stay in touch!



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@thecindyrowe



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**Be sure to check out:
The Kindness Advantage Podcast**